Hospitality is a business in which location, décor and amenities are top considerations. For the most part, IT has played a behind-the-scenes role.

Successful hotels, resorts and other lodging establishments measure their performance in occupancy rates, streamlined cost-structures and guest experiences that increase loyalty and word of mouth.

It’s always been that way: hospitality is a people business that specializes in comfort, service and memorable experiences.

But succeeding in a hospitality market that’s more competitive, more global and—most of all—more digital, is creating new challenges. While nothing is going to replace the importance of a comfortable room and attentive service, more and more of the business of hospitality—from browsing to booking, check-in to check-out—takes place online, on mobiles and across social networks. This is as true for a sprawling five-star luxury resort as it is for a downtown boutique hotel or a highway suite-style hotel catering to the needs of budget-minded business travelers.

The emergence of a new and coveted category of digitally savvy travelers has hoteliers of all kinds paying renewed attention to technology:

• **Going mobile:** Extending booking, check-in/check-out and even room keys to travelers on smart phones.

• **Engaging guests:** Connecting with guests through an array of kiosks and digital signs in public areas and digital gadgets/services in the guest room.

• **Analytics:** Taking advantage of analytics and cloud-based services to better understand guest behavior and preferences.

• **Security:** Using the new digital security and surveillance systems to both prevent security problems and gather business data.

• **Property/performance:** Relying on integrated systems with remote management capabilities to manage energy consumption, monitor the minibars and implement a host of operational cost controls.

These and other solutions create the seamless interconnections that enhance property performance and deliver the guest experiences that can set a next-generation digital hotel apart from its competition.
The Next-Generation Digital Hotel in Action

Hospitality is a business in which location, décor and amenities are top considerations. For the most part, IT has played a behind-the-scenes role.

But today’s new generation of digital solutions provides unique ways—a wide array of “digital touchpoints”—that provide lodging venues in any market with new ways to engage customers, manage operations and gather information, significantly enhancing overall operations.

This is what is meant by the expression “digital hotel”—it’s about getting all of your different touchpoints working together: connecting, sharing information, personalizing guest experiences and speeding processes:

• First impressions are formed at check-in: kiosks and mobile check-in solutions can keep lines and wait times to a minimum.
• A smart POS system tracking purchase histories makes it easy to extend customer offers to returning guests.
• For many travelers, the “aha” moment takes place upon arriving in the room. In-room tablets and other digital amenities make it easy to browse services (i.e., restaurant, spa reservations, etc.); using the webcam enables guests to check the crowd at the pool or fitness center.
• In-room Wi-Fi makes it easier for guests to upload photos of their trip to social sharing sites.
• Digital signage and in-room displays feature content that appeals to weekday business travelers and then changes for weekend leisure guests.
• Digital security systems help monitor for malicious activity or anomalies but also provide business analytics (accurate counts on patrons) and footage for employee training.
• Use touchpoints like the exercise bike in the spa/workout room to deliver personalized content.
• Manage energy consumption based on policies you set in the energy system. Automatically power-off systems in vacant rooms. Monitor not only when the minibar needs a refill, but also with what specific items.

Solutions for Guest Experience and Property Performance

The new digitally-savvy traveler makes more trips, plans them on the spur of the moment and ends up spending nearly a third more! Choosing the right hospitality solutions has long-term implications for meeting the expectations of these and other travelers while driving performance on key industry metrics such as the occupancy rate, average daily rate (ADR) and revenue per available room (RevPAR).

POS Systems

Guest check-in is one of the key operational touchpoints in any lodging location. Today hotels are implementing check-in capabilities on mobile devices and kiosks—even enabling guests to completely bypass check-in with a digital room key sent to their smart phone.

The value provided by today’s check-in/point-of-sale (POS)/property management systems extends far beyond the registration desk. The information gathered can fuel accounting, inventory management, purchasing and other systems. POS systems that make smart use of information on lodging preferences, buying habits, past dining orders and prior purchases make it possible to better provide loyal customers with personalized options and better service.

Digital Signs

Hotels have been leaders in the use of digital signage to display greetings, directions, branding, information about restaurants, weather, travel updates, meeting schedules—the range of possible
uses in a hospitality establishment are virtually unlimited. The ease of updating content, the ability to show HD graphics and video and the growing opportunities to add different forms of interactivity have all made digital signage a very compelling value in hospitality.

Content can be adapted to suit changing needs quickly and around-the-clock, without the need for a complicated IT infrastructure and personnel. Different signs can be used to provide location-specific content such as workout tips for your gym or updates on meetings. Concierge desks can advertise and present information for tickets to shows, attractions and other events.

Cloud-based content management with Intel® Retail Client Manager (Intel® RCM) makes it easy to distribute content and messaging—including paid advertising—getting the right information, in front of the right people, at the right time.

**Digital Security and Surveillance**

The combination of large, multi-purpose facilities and transient populations makes security a major concern in any lodging establishment. It’s important to be able to monitor hallways, waiting areas, meeting rooms, workout centers, garages, etc. New digital-based video surveillance solutions are a major step forward over the traditional analog system. The image quality is far superior. Video footage can be monitored from a wide range of locations (not just a central station) using mobile, handheld devices.

**Storage**

As hotels continue to take advantage of today’s digital technologies to gather performance data, maintain video archives, run digital signage systems, etc.—the need for data storage also increases. Network-attached storage devices (NAS) provide scalable storage, can be implemented and maintained with limited IT resources, and are ideal for supporting the storage needs of a wide range of users and devices over a standard local or wide area network.

**Addressing Top Challenges for Hotels**

Today’s new generation of intelligent, connected, Intel®-based solutions are designed to help address the major challenges faced in hospitality:

**Enhancing the guest experience:** Whether it’s a resort property or a hotel for business travelers, luxury or economy, success in hospitality is all about the guest experience. Intel®-based solutions provide a wide array of options for up-to-date amenities and services to attract more of today’s digitally savvy travelers:

- Integrated support for managing guest information and bookings across channels—online, mobile, on-property.
- Support for advanced in-room digital services: Wi-Fi, tablets, guest communications and customized messaging.
- Interactive and self-serve options—on mobiles, via kiosks and digital signage—that deliver convenience and ambience.

**Increasing revenue per available room (RevPAR):** Hospitality is a highly variable and competitive service industry, with constantly changing tastes and trends. Customer loyalty and repeat business are critical to driving key metrics such as revenue per available room. Smart use of today’s Intel®-based solutions can address these challenges:

- Recognizing and rewarding loyal customers at check-in—driving more consumption of services they care about.
- Creating more opportunities for customer engagement and promotion of services through the use of interactive signs, kiosks and mobile devices.
- Taking additional advantage of digitally assisted selling (built-in prompts in the POS and on mobile devices) to make staff more effective at promoting incremental services.
- Gathering and analyzing data on booking, guest preferences and occupancy patterns across multiple touchpoints to drive more effective pricing and promotions.

**Lowering costs/enhancing efficiency:** By definition, any hospitality operation has high fixed costs, especially energy and housekeeping. Intel®-based solutions for hospitality help drive more efficient operations:
it possible to fix a wide range of systems issues, even when the operating system is down. This reduces the chance of outages and the need for onsite service calls or dedicated technical staff.

Managing Content
POS systems, signs, lobby information centers, kiosks and other “touchpoints” provide an opportunity to deliver content that can drive sales and enhance the customer relationships. Making sure the right content appears at the right time is key to making the most of this opportunity. Intel® Retail Client Manager (Intel® RCM) is software specifically designed for managing content across all kinds of touchpoints.

Measuring Performance
A hotel can gather information about patrons—age and demographic breakdowns, for example—and use this information for planning and marketing purposes. Intel® Audience Impression Metric Suite (Intel® AIM Suite) technology provides the power to anonymously gather this information and dynamically adapt content accordingly.

Why Rely on Intel® Technology
Intel and its global network of partners are ready to deliver the innovative solutions hotels and other lodging establishments need today:

Wide Selection of Solutions
There’s an Intel® processor for every kind of solution—reservations, handheld tablets, digital signage, content management, storage, video surveillance and more. Because all Intel® processors use a multi-core architecture and offer a common language environment, solution developers can easily integrate devices, applications and processes, resulting in solutions specifically designed to meet the needs of any hospitality venue.

User Experience
A hotel is a fast-paced environment. Technology solutions have to be easy to use with simple, graphical interfaces. Intel is ready: for example, Intel® Core™ processors have integrated graphics that deliver the extra thrust needed for rendering graphics at a very high level, increasing responsiveness and supporting solutions that maximize ease of use.

TCO/Manageability
Hotels rely on their systems to be functioning properly every day. Being able to easily handle software upgrades and diagnose and repair malfunctioning systems—without incurring costly downtime—is critical. Intel® Active Management Technology (Intel® AMT), a feature of Intel® Core™ processors, makes
Intel® Retail
Creating the Next-Generation Digital Hotel

Security
The addition of new consumer-facing systems—mobile POS, kiosks, interactive signs—is not only expanding the “footprint” for customer engagement, but also increasing the vulnerability of these systems, exposing them to individuals that have criminal or malicious intentions. Intel® solutions, with the addition of embedded McAfee® security solutions, can enable capabilities such as application whitelisting that can prevent malware from ever compromising or infecting a system or other device.

Learn More
A new generation of technology solutions is available that hoteliers and lodging establishments can take advantage of to operate more efficiently and deliver better customer experiences.

Intel® technology is driving this transformation. Get more information on POS systems, digital signage, security, content management and storage solutions—including updates on how the technology is evolving, examples of how they are being used in hospitality establishments like yours and steps you can take to put these solutions to work for you today.